"HUMAN EVENTS in Serious Trouble. Needs Your Help." Details on page 281.

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Human Events — YOUR WASHINGTON REPORT

Vol. XIX, No. 16 — April 21, 1962 — Section 1 — News

STEEL: *JFK's open war with business* .....(277)

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Steel Imbroglio: President Kennedy's economic sins caught up with him last week when the steel industry raised prices and his ballyhoo (of a week ago) about the "non-inflationary" character of the steel-labor settlement blew up in his face. He had apparently persisted in this delusion.

He brushed aside the justified economic explanations in the U. S. Steel announcement of the price raise: the low profits level of the company, its four union wage increases and other cost increases since 1958—during which four-year period they had not raised prices—and the company's lack of capital to buy new plant equipment and thereby reduce costs.

While liberal Democrats heaped fagots on the President's bonfire, conservatives counterattacked. Senator Barry Goldwater (R.-Ariz.) assailed JFK's condemnation of the steel hike and defended the rise as "necessary and reasonable." He said: "I don't see how any basic industry can go through a long series of pyramiding cost increases without raising prices." He suggested that Kennedy was trying to "cover up for the stupidity of the economic advisers of the New Frontier."

Senator John Tower (R.-Tex.) pointed out that while steel was now raising the price $6 a ton over the last price increase (in 1958), costs of production had gone up $11.20 a ton in the same period. He concluded that JFK is "anti-business."

The President's invective against U. S. Steel may signal the end of what many in the Capital always thought was a "phoney honeymoon" with business, and a return to the anti-business atmosphere under FDR which prolonged the Depression. Already, some members of Congress worry about the future of the present "recovery" which Representative Charles E. Goodell (R.-N.Y.) calls the "slowest recovery" since the war. On the credit side, however, such a development may wake up business to stand up and fight in behalf of free enterprise and its congressional defenders—something it has lamentably failed to do for the past year.

Another result: Kennedy's angry reaction makes balderdash of his professions to work for industrial renewal of plant and equipment. U. S. Steel Chairman Roger Blough's plea was that his company had to obtain earnings sufficient "to put in new types of equipment that will permit us to sell some of the new type of products abroad."

Observers in Washington agree there is no evidence that the steel company's move was "political," only "economic." But conservatives in the Capital regard the Kennedy reaction as baldly political—an attempt to turn public reaction away from himself (with his errors and wrong assumptions) and against private business.

GOP Counteroffensive: Fifteen House Republicans, independent of the Halleck leadership, last week kept the congressional lamps burning until midnight as a number of them launched attacks against the Kennedy Administration's foreign and domestic programs and "Madison Avenue" government which is offering the people a "snow job" instead of facing problems honestly.

An advertising man himself, California Representative Bob Wilson charged that the Administration "is spending more money in propagandizing and brainwashing the American public than any Administration in the history of this country." He accused the Administration of "trying to confuse the American public and convince them that all is well under the New Frontier."

Wilson cited the case of a newspaper publisher who was dined at the White House and then taken to "the Department of Justice, where he had a conference with the President's brother. The conference had to do with a possible anti-trust violation. So the orders soon went out—and we have this on good authority—that the critical columnists and newspapermen on this particular paper were to let up on criticism of the New Frontier." (*Congressional Record*, April 11, page 5884.)

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Wilson stated: "I have on some occasions been told by leading writers and columnists that there have been attempts to offer jobs to reporters who were critical of the Administration; very cozy and very attractive jobs. One columnist told me that he was offered a very exciting job in the State Department. He turned it down. Shortly thereafter his income tax returns were being checked." (Although the Wilson charges were fully reported by at least one wire service, little trace of them appeared in any Eastern metropolitan papers, a fact which many deem an indication of the success of JFK's propaganda "snow job." See "The Fourth Estate" on the next page.)

Hitting at Kennedy's economic programs, Representative John R. Pillion of New York pointed out that our national debt has reached the "staggering and disgraceful" figure of $296 billion, $100 billion more than the total combined debt of all the other free world nations. He stated a Senate study shows that New Frontier spending programs will result in a $5 billion budget deficit for fiscal 1963.

Representative John H. Rousselot of California pointed out that in the first Kennedy year there were 17,075 *small business failures—a jump of ten per cent over* 1960.

In addition, the GOP lawmakers scored the Administration's abandonment of the RS-70 bomber as a move to appease Moscow, citing the HUMAN EVENTS article last week (page 275) on the subject.

Upsurge Against UN Bonds: Here is a short rundown on how one West Coast state—Washington—let its legislators know that the people are against bailing out the increasingly anti-anti-Communist United Nations with a bond issue loan. (See the Senate rollcall on page 296.)

It is remarked that, although he finally voted for the bond issue in the Senate, liberal Democrat and JFK confidant Henry "Scoop" Jackson recently made a ringing "we can't throw all our eggs into the UN basket" speech before the National Press Club. And more indicative is the fact that Washington's other liberal Democratic Senator, Warren Magnuson, was among the 22 Senators voting against the bond issue this month.

Why? Although he cannot speak for the two Democratic Senators, Republican Representative Thomas Pelly tells HUMAN EVENTS that the state's voters have made themselves heard by contacting their legislators in opposition to the UN bond purchase. It is known that Magnuson's mail has been heavily anti-bond issue.

Pelly told us: "I represent Seattle—which is subject to strong liberal influences. But my questionnaire to my constituents showed that 52.2 per cent opposed the bonds, 34.3 per cent favored them and 13.5 per cent had no opinion. Such sentiments may not have been lost on my Democratic colleagues."

The bond measure soon comes before the House Foreign Affairs Committee * for consideration. If passed by the full House, it will be signed by the President.

Ted Kennedy: Reverberations of Edward "Ted" (brother of JFK) Kennedy's admission that he had cheated in a Harvard College examination some years ago have caused concern not only among Harvard undergraduates and alumni, but also among college graduates and academic brethren throughout the country.

Harvard men, in general, wonder why the authorities of Harvard College have had nothing to say—especially inasmuch as they expelled Ted Kennedy, then readmitted him. Harvard undergraduates are reportedly expanding the known facts into the sort of rumor mongering which can do no good to the reputation of the College.

Therefore, four prominent alumni have written the following letter to the President of Harvard College:

April 5, 1962

Nathan M. Pusey, Esq.,
President, Harvard College,
Cambridge, Mass.

Dear Dr. Pusey:

We were shocked to learn that Edward M. Kennedy, '54, after being caught in a conspiracy by which a fellow-student impersonated him in an examination and expelled from Harvard College for that reason, was later readmitted to the College and given a degree. It seems to us that cheating by impersonation is if possible a more serious offense than ordinary cheating, since it involves a premeditated conspiracy and the corruption of at least one other person, besides the signing of a false name.

We believe that this incident took place before you became President of the College, but we would appreciate answers to the following questions, from the proper authorities:

1. Have any other students expelled for cheating by impersonation been readmitted? If so, how many?

* Those opposing the UN bond issue can contact the members of the House Foreign Affairs Committee:

DEMOCRATS: Chairman Thomas E. Morgan (Penna.), Clement J. Zablocki (Wisc.), Omar Burleson (Tex.), Mrs. Edna F. Kelly (N.Y.), Wayne L. Hays (Ohio), Armistead I. Selden, Jr. (Ala.), John L. Pilcher (Ga.), Barratt O'Hara (Ill.), Lawrence H. Fountain (N. C.), Dante B. Fascell (Fla.), Leonard Farbstein (N.Y.), Dalip S. Saund (Calif.), Charles C. Diggs, Jr. (Mich.), Lindley Beckworth (Tex.), Harris B. McDowell, Jr. (Del.), William T. Murphy (Ill.), Cornelius E. Gallagher (N.J.), Robert N. C. Nix (Penna.), Thomas F. Johnson (Md.), John S. Monagan (Conn.).

REPUBLICANS: Robert B. Chiperfield (Ill.), Mrs. Frances P. Bolton (Ohio), Chester E. Merrow (N.H.), Walter H. Judd (Minn.), Mrs. Marguerite S. Church (Ill.), E. Ross Adair (Ind.), Laurence Curtis (Mass.), William S. Maillard (Calif.), Peter Frelinghuysen, Jr. (N.J.), William S. Broomfield (Mich.), Robert R. Barry (N.Y.), J. Irving Whalley (Penna.), Horace Seely-Brown, Jr. (Conn.).

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2. When was the first offender of this kind readmitted?

3. Have any ordinary cheaters in Harvard examinations been given Harvard degrees? If so, how many?

4. Assuming that ordinary cheaters have been readmitted to Harvard, when was this first done?

5. Assuming that the number of cheaters readmitted has grown in the past 30 years, is this due to lower moral standards on the part of Harvard students, or to increased tolerance of cheating by the Harvard administration?

6. If Edward Kennedy's readmission was an exception to the general rule, what circumstances justified it?

In view of the wide concern among Harvard alumni over the case, we suggest that a statement from you, answering the above questions and adding anything further in explanation of Harvard's actions, might well be in order.

Very truly yours,

Archibald B. Roosevelt '17 [New York; son of President Theodore Roosevelt]

Watson Washburn '15 [New York]

Hanford MacNider '11 [Mason City, Iowa; former National Commander of the American Legion]

John Harper '16 [New York]

The Illinois Primary: A king-sized taxpayer's revolt was strongly indicated in the returns from the Illinois primary last week. Voters, apparently sick of high taxes and spending under the Democrats, soundly defeated a $66 million urban renewal bond issue. The vote against the bonds—a dear and favorite project of Chicago's boss, Mayor Richard Daley—represented a severe setback for the Mayor, who, according to Chicago papers, was banking on its winning handily.

According to the UPI dispatch, the "taxpayer's revolt brought out the heaviest Chicago vote turnout for an off-year primary in 20 years."

Another indication that conservatives were out in strong number was the vote piled up by Lar Daly, a Chicago jobber who habitually runs and loses in Illinois elections. Daly, who campaigned on a strong platform of "America First," took more than 20 per cent of the Democratic Senatorial primary vote away from liberal Representative Sidney Yates.

Atomic Testing: As the Administration prepares—fretfully—to renew atomic testing in the Pacific, Representative Craig Hosmer (R.-Calif.) has charged the Administration with a lack of boldness in its test plans.

A highly respected member of the Joint Atomic Energy Committee, Hosmer recently attacked the atmospheric test plans as being "barely adequate." He asserted that he generally agreed with criticisms of the program made by Leonard Reiffel, a nuclear physicist who helped plan the tests with the US Defense Atomic Support Agency. Reiffel has charged that the "number of atmospheric tests has been too severely limited" and should be "doubled." (See HUMAN EVENTS, March 24.)

Hosmer challenged the President to say if we are going to develop the "neutron" bomb, which, said Hosmer, "could tip the balance of military power in favor of the nation first perfecting it." So far, the President has not determined whether this country will produce it, noted the Congressman.

The California legislator also criticized the President for yielding to both the United Nations and the State Department when they protested against American use of the Marshall Islands where we conducted tests in 1954. As a result, said Hosmer, the US had to build new facilities at a cost of $20 million and abandon old facilities which cost $50 million.

Fourth Estate: It is no secret that some of the criticism behind the GOP House members' "Thaw in the Snow Job" performance last week was aimed at the Kennedy White House pressure on reporters —the most intense in the memories of veterans who had watched something similar under the New and Fair Deals.

However, under FDR and Truman, journalists actually had fewer gripes. It was often remarked in those Administrations that independent or anti-Administration reporters would always be courteously treated by press secretaries and given any routine information available to other reporters. But it was also well known that these critical reporters were never called in privately and given "news breaks" by the "information officers"—a practice by which the FDR and HST apparatus rewarded their "friends" in the press.

In the past year, under JFK, the controls have tightened. Now there are penalties levied upon the independent or anti-Administration reporters who permit any shade of criticism to enter their copy. In last week's issue of *U. S. News & World Report* and also, to a lesser extent, in *The Reporter* magazine, there is disclosed the thoroughness of the *gleichgeschaltung* (smoothing into line) imposed on the White House press correspondents.

According to *U. S. News*, Pierre Salinger's office has penalties for those with any traces of independence. "Presidential aides refuse to answer questions or give information to them." At times, such reporters are "cut off from all news sources at the White House because of an item that did not win approval." Or such scribes find that they aren't asked anymore to the *intime* get-togethers of the

LANDO C. OTTO, Librarian, Concordia Senior College, Fort Wayne, Indiana: "HUMAN EVENTS is an absolute MUST for us since it is one of the few really good exponents of the conservative view."

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President and a few other scribes (who do "co-operate").

One reporter remarked that if he or any of his colleagues wanted to qualify as an "insider" in the White House, he might as well let Theodore Sorensen (JFK's speech writer) write his story for him.

Unlawful Farm Lobby: On the heels of Administration attempts to make the civil service a political arm of the Democratic Party (See HUMAN EVENTS last week, page 259.) comes another remarkable story showing how the President is turning Department of Agriculture employes into lobbyists for the government's farm program.

Last week it was revealed that the government spent nearly $75,000 to bring members of the Agricultural Stabilization and Conservation Committee to Washington to lobby for the Administration's farm bill which has been receiving numerous rebuffs at the hands of Congress. In talking to ASC members (political appointees who supervise administration of the farm program in the states), the President—according to the press—made some choice remarks.

He asked them to "see members of Congress and acquaint them and the Senators" with the farm bill. "We don't want them to be lonesome," he added.

By his statements, the President was promoting the violation of law. Each year since 1939 Congress has put in the appropriation bill for agriculture a clause which states that no Department of Agriculture funds can be used by persons to "influence in any manner a member of Congress to favor or oppose any legislation or appropriations by Congress . . ." ASC members are paid by the Department of Agriculture.

As the Scripps-Howard Washington *Daily News* commented, "apparently this law doesn't mean much to President Kennedy . . ."

Labor Reform Undermined: Last week, one of the authors of the Landrum-Griffin labor reform act—passed because of Ike's pressure in 1959—charged that the National Labor Relations Board in its recent decisions has "distorted and frustrated" provisions of the famous labor reform measure designed to prevent abuses by unions. The Kennedy regime, in the past year, has stacked the membership of the Board and labor experts have been periodically signaling the pro-labor-boss decisions of the NLRB.

The author, Representative Phil M. Landrum (D.-Ga.), told the House of Representatives the members of the board named by Kennedy have "carved loopholes" in the law in matters dealing with boycotts and picketing abuses. In addition, Representative Robert P. Griffin (R.-Mich.), the act's co-author, summarized to the House "startling" NLRB rulings which he said "operated to legalize any boycott and picketing abuse which Congress, through the Landrum-Griffin act, tried to eliminate."

Griffin said the NLRB decisions have pulled some of the teeth out of the law's curb against the "totally indefensible" practice of secondary boycotts, in which a union brings pressure against an employer with whom it has no grievance to boycott the products of another employer with whom it has a dispute. Among the "bewildering" decisions of the NLRB, Griffin cited one by which "the board recently permitted a secondary boycott by holding, in effect, that a radio station 'produces the automobiles that are advertised'" in a commercial sponsored by a concern with which a union had a dispute.

Representative Landrum called for "a review of this situation." He said: "It's time for Congress to take stock of where we are and how we got here."

Capitol Camera: Representative Richard L. Roudebush (R.-Ind.) predicts that President Kennedy plans to "sock the American people with a federal tax increase in 1963 after this year's congressional races are out of the way."

• *In view of the negative profile presented by George Lodge in recent TV appearances, another Republican looms as a strong contender against Lodge for the GOP Senatorial nomination in Massachusetts—five-term Representative Laurence Curtis. He has a good voting record, last session scoring* 76 *per cent on the* ACA-Index. *Bay State politicos think he'd have the best chance to beat his Democratic opponent, for he has earned much popularity among many key conservative Democrats in the Boston area.*

• Representative Fred Schwengel (R.-Iowa) has introduced a bill which would correct the imbalance of professional staffers on congressional committees. Schwengel tells HUMAN EVENTS that the committees are now heavily overstaffed with Democrats, sometimes as much as 14-1. He says that many Democrats are also in favor of the bill, feeling it could be used to their advantage if their party should lose control of Congress.

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Human Events In Serious Trouble

The Situation in Brief

Needed: $300,000

To meet the shortage of working capital described here, HUMAN EVENTS invites its readers to buy five-year subscriptions for $37.50 each; Lifetime Subscriptions for $150 each; and additional one-year subscriptions for $12.50 each. EXTENSIONS of your own subscription to two, three and five years will help.

Goal: To raise $300,000 through the sale of five-year, Lifetime and additional one-year subscriptions.

Non-Subsidized

HUMAN EVENTS is non-subsidized—one of the few ideological publications which does not solicit $100,000 or more a year in donations to keep alive.

Circulation and Past Profits

HUMAN EVENTS profits have run from $150 (fiscal 1955) to $9,866 (fiscal 1959). The tabulation:

Year	*Year Ending Sept. 30th Net Paid Circulation*	*Fiscal Year Ending June 30th Sales*	*Profits*
1954	9,063	$ 81,158	$ 339
1955	13,502	119,263	150
1956	25,612	192,867	3,368
1957	40,333	282,847	5,327
1958	38,119	320,920	3,968
1959	39,220	337,259	9,866
1960	43,329	443,625	1,973
1961	84,875	747,561	1,312
1962 (Mar. 2)	90,808		

All profits were ploughed back into the business. Not a penny in dividends has ever been paid or is in prospect. There are no "concealed" profits. Frank Hanighen, Editor and Publisher, has never drawn a salary equal to that paid to an aide of a Congressman. J. L. Wick, Executive Publisher, gets even less. There are no "expense allowances." Only out-of-pocket expenses are paid.

Current Deficit

The current fiscal year, which ends June 30, 1962, will show a deficit in excess of $50,000, according to our CPA firm, Hoye, Smith and Graves.

Other Publications in Distress

HUMAN EVENTS is not alone in its troubles. The *Gallagher Report*, a confidential newsletter circulated to magazine executives, says a number of America's best known publications are in distress.

Item: *The Saturday Evening Post*, circulation 6.7 million, was losing an estimated $10 million a year when it dropped to 45 issues a year instead of 52.

Collier's, Women's Home Companion, American Magazine, Town Journal, Coronet and several others with million-or-more circulations have gone down the drain. Today Gallagher is predicting the early death of six more major magazines.

This memo is sent you so HUMAN EVENTS will not be No. 7 in Gallagher's obit column.

NEEDS YOUR HELP

HUMAN EVENTS is faced with a financial crisis.

Tragically, this crisis comes at a time when HUMAN EVENTS is also faced with its greatest opportunity to serve the conservative cause.

If you will look at the circulation tabulation on this page, you will notice that HUMAN EVENTS' net-paid circulation in 1954 was 9,063. Today, it is 90,808. It has multiplied itself 10 times in 8 years. Since we have always been under-financed, it came about mostly because "one person told another."

If our resources were sufficient, it is possible that we might multiply the present 90,808 by 5 times in the next 5 years. Those 5 years may be critical for the future of America.

To suggest how much more could be accomplished for the conservative cause with something like half a million circulation, we'd like to mention a few examples of what has been done with the 40,000 to 90,000 circulation of recent years.

From Texas, we have received a great many letters saying that the giant strides which conservatism has made in that state have been due to the enormous energy of Texas conservatives—inspired in part by the ammunition and recognition given them by HUMAN EVENTS. Incidentally, HUMAN EVENTS has been well rewarded for its Texas coverage. We have printed more about Texas than any other state. As a consequence, our biggest circulation gains have been made in Texas.

Readers in other states are pleading that comparable space be given to political developments in their states. They say the stimulus to activity that such coverage would give to their conservatives might make the difference between victory and defeat.

Ask any conservative congressman how much he has been helped by quotations from him or stories about him in HUMAN EVENTS. He will tell you that nothing, almost literally nothing, is equal to HUMAN EVENTS news coverage in activating his supporters.

"Give me a thousand more HUMAN EVENTS subscribers in my district and I can't lose" is the statement of more than one conservative congressman. He may know that the AFL-CIO has marked him for destruction, but he also knows that HUMAN EVENTS readers—if there are enough of them—will bring to the polls the conservative majority that really exists in most of the nation's congressional districts.

(*continued on next page*)

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'Revolt on the Campus'

The conservative "Revolt on the Campus"* owes much of its impetus to HUMAN EVENTS. Its beginning is usually credited to an article entitled "For Our Children's Children," published in HUMAN EVENTS on September 6, 1950. The author of the article, Frank Chodorov, suggested organization of the Intercollegiate Society of Individualists. The idea was a shot into space with only the dimmest hope that anything would come of it. But "ideas have consequences!" The response, only a dribble at first, grew until about a year later Frank C. Hanighen signed the articles of incorporation for the Intercollegiate Society of Individualists (ISI), and temporary headquarters—desk space—was set up in the HUMAN EVENTS office.

The secretary—to be paid only when and if funds permitted—was Vic Milione. Today under Milione's brilliant guidance, ISI has 12,000 members in 54 colleges and is located—appropriately—on Independence Square, Philadelphia.

A youth organization that grew from interest generated by ISI is Young Americans for Freedom (YAF). YAF has 30,000 members in 115 colleges. Its impact was demonstrated on March 7 when 18,000 youngsters packed Madison Square Garden to hear Senators Goldwater and Tower and other speakers.

Today the dynamic political force among college students is conservatism, not liberalism. Furthermore, it is an uncompromising conservatism, not the "modern" Republican variety. As a result, liberals have discovered that their days of campus thought-control are over.

HUMAN EVENTS is the most popular political journal in many college libraries, and on many fraternity, sorority and dormitory reading tables. In its pages students find factual material and philosophical reasoning to "talk back" to left-wing professors.

Awakening in the Churches

Judging by the massive mail received from clergymen, HUMAN EVENTS has been a significant influence in the decline of the so-called Social Gospel.

Clergymen are being constantly accused by liberals of "being afraid to speak out" concerning social injustices—the insinuation being that there is only one solution to social ills, namely to "turn the problem over to a Federal bureau, giving it all the money it asks." *Ipso facto*, the evil will soon disappear.

Traditionalists in the clergy believe these preachments must be answered. They need facts and views to rebut the Social Gospelers. They write us by the hundreds that HUMAN EVENTS gives them the facts.

The trend of youth toward the Right is now widely recognized. But a trend, equally dramatic though much less publicized, is the increasing willingness of conservative clergymen to speak out against the Social Gospel hierarchy.

Thus, HUMAN EVENTS has been a source of strength to the growing number of conservative-minded clergymen opposing the Social Gospel forces which seek to convert the church congregations of the nation into chapter houses of the Americans for Democratic Action.

Our Financial Problems

Now may we turn to our financial problems?

From the HUMAN EVENTS beginning in 1944 in Frank Hanighen's bedroom with an initial capital of a portable typewriter and $500, penny-pinching austerity has been the watchword. The one inflexible rule: Don't spend more money than comes in. Everything about HUMAN EVENTS is plain and simple.

Under these circumstances, you ask, how come the present crisis?

The reason is partly the paradoxical fact that our volume of business has climbed too fast, and partly that postal rate increases and the competition of government pay raises are having devastating effects.

As the page one tabulation shows, our circulation doubled in a year's time. This pleasing increase, instead of easing our problems, has—as experienced executives will understand—intensified them. Bankers are constantly being asked for loans by firms which were running along smoothly on their own resources until their business suddenly doubled. Then came crisis, the abrupt necessity for a great deal of new equipment and for a much larger work force.

Lacking capital, HUMAN EVENTS has had to buy the necessary equipment at what is euphoniously called "6 per cent discount." Accountants tell us that "6 per cent discount" is the same as 12 per cent time interest. These 12 per cent obligations as of last December 31 equalled $201,465.

As is stated on page one, the loss for the fiscal year ending next June 30 is estimated by our CPA firm, Hoye, Smith and Graves, at in excess of $50,000.

About one-half the loss will be non-recurring; the expenditures were necessary to enable us to service our growing circulation. Two years ago, we occupied only 4,000 square feet—one floor of one building. Now we occupy 16,000 square feet and overflow into three buildings. The changes and the moving about have been costly.

Next, we had to modernize our subscription-handling techniques. The horse-and-buggy methods which were suitable for 10 or 20 or 30 thousand circulation bogged down when we got to 40 thousand and became impossible when we passed 70 thousand. The changeover to electronic subscription-handling was not as easy as it sounds. In converting 90 thousand subscriptions, there were approximately 7 million opportunities for error, any one of which may have caused you to miss your copies. We have gone through an agonizing period. Now we hope readers will be repaid in better service hereafter for their magnificent tolerance.

Coming on top of these extra costs are two

* "Revolt on the Campus" is the title of a book published by the Henry Regnery Company, Chicago. Author is M. Stanton Evans, who at 26 was named editor of the Indianapolis *News*. Prior to going to Indianapolis, Evans was for three years managing editor of HUMAN EVENTS. He has played an important role in activating conservative youth.

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staggering expense burdens: (1) postal rate increases and (2) wage increases.

Postal Increases

The Administration-proposed postal rate increase, passed by an overwhelming vote in the House and awaiting passage by the Senate, will increase our postage bill—counting first-, second- and third-class matter—by $40,000 for the year beginning July 1 and by $65,000 per year beginning a year from July. The magnitude of the problem of meeting such an increase is shown by the fact that HUMAN EVENTS profits made over 18 years, all added together, do not equal a major fraction of the ANNUAL increase in this one item of expense.

Ironically the reason given to Congress for the postage raise is "to wipe out the postal deficit." The discouraging fact is that as fast as one deficit is reduced by higher postal rates, a new deficit will be created. Every postage raise is followed by the passage of raises in government wage scales. The coming pay raise bill calls for a 13 per cent government-wide raise whose cost will far exceed the increased postal revenue. And of course, as soon as that bill is passed, a new drive will begin for another round of postage raises as a preliminary for the next round of wage increases.

The postal rate schedule in the House-passed bill—like that of four years ago—will hit hardest at publications (like HUMAN EVENTS) which carry little or no advertising and will go easiest on the publications which carry a million dollars or more worth of advertising in a single issue. This feat is accomplished by making the raise a flat increase per copy—a copy of HUMAN EVENTS getting exactly the same postage raise as a copy of a 400-page, five-pound copy of a Sunday New York *Times*. The vast difference in the number of pages or the weight per copy or the amount of advertising will make no difference.

By this device, HUMAN EVENTS gets a 200 per cent per copy increase in its second-class postage bill, while the fat mass-circulation magazines are hit by 50 per cent. This type of increase is in line with the 1958 raise. That law increased the postage costs of major publications by 89 per cent, while it hit publications like HUMAN EVENTS with a 300 per cent increase.

Pay-Scale Increases

The second staggering cost increase to HUMAN EVENTS will be in wage scales. Washington is far and away the highest average-income city in the USA; the gap between Washington and the rest of the country will widen as new government pay raises go through Congress every even-numbered (election) year. HUMAN EVENTS competes in the labor market with the government which, in addition to paying highest clerical scales in the country, offers costly fringe benefits like early retirement pensions, up to 26 working days' vacation per year, 13 days' sick leave, extra holidays, innumerable snack breaks and the erection of barricades against the firing of the indolent and the incompetent.

Now what can be done about it?

The Answer

To get additional working capital, we have worked out the long-term subscription plan. By this means, those putting up money get *value received, though on a deferred basis.*

A Lifetime rate of $150, invested at 4½ per cent, will yield $6.75. A 5 per cent investment yields $7.50. A 6 per cent investment yields $9. Upon this basis, *Lifetime Subscriptions can be purchased for libraries, churches and colleges,* even though they be in effect "in perpetuity" subscriptions.

The five-year subscription rate is $37.50 Purchases of additional $12.50 subscriptions are helpful.

Test Made of Long-term Offer

A test mailing of the long-term offer has been highly encouraging. The most promising response was in the purchase of Lifetime Subscriptions for children and grandchildren—some as young as a year or two in age.

The motive behind such gifts: What other gift can have as emotional an impact? Over the years, the Lifetime gift will be mentioned a thousand times as evidence of the *donor's belief in the philosophy symbolized by HUMAN EVENTS.*

That philosophy is a faith in limited constitutional government, states' rights, private enterprise, individual freedom. *Those are the principles inherent in the Declaration of Independence, the Constitution and the Bill of Rights.* Those are the principles which motivated the Pioneers who built a strong and a free America.

One Lifetime Subscription was sent to a 20-year old who had received a liberal brainwashing in college. He was prone to sniff at conservatives as Dinosaurs and Neanderthals. The Lifetime gift deeply moved the young man. He said:

"Grandfather, I did not realize how strongly you felt. Your gift may not change me, but I make you one promise. As long as I live, I will read HUMAN EVENTS and I will always remember where it came from and why you gave it to me."

It may be that you can make as dramatic a gift to a young liberal whose reading of HUMAN EVENTS might reverse his thinking. Don't lose sight of the old saying: "If you are not a socialist at 20, you have no heart. If you are not an anti-socialist at 40, you have no head."

In their teens and twenties, boys and girls can easily be led astray by liberal professors, indoctrinating their students with the planned-economy, welfare-state philosophy.

But as the years go by, those persons begin appraising the "truths" laid down by their professors. With what result? The older a person gets, the greater his observation and experience, the more conservative he usually becomes.

Persons to consider for $150 Lifetime or $37.50 five-year subscriptions:

- Your children and grandchildren
- A promising young teacher
- An upcoming local civic leader
- A young man running for political office

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- An outstanding young lawyer
- Your clergyman
- Your editor
- High school valedictorian or salutatorian

Among institutions to consider:

- Libraries
- Churches
- Colleges—by departments such as:
  - President's office
  - Deans' offices
  - Departments of political science, history, economics, sociology, journalism, speech, law
  - Office of college weekly or daily
  - Dormitory reading tables; fraternities, sororities
- YMCA and YWCA reading rooms

You may wish to make gifts in memory of a departed family member or friend.

A certificate suitably inscribed will be presented to all Lifetime Subscribers.

You will get a refund of the proportional amount still due on your present subscription when ordering a Lifetime Subscription for yourself.

If you ever become dissatisfied with HUMAN EVENTS, you as the donor can get a refund on your own long-term subscription—the refund being calculated by charging $1 per month for the used portion of the long-term subscription. Refunds cannot be requested for subscriptions to churches, libraries, colleges, YMCA's, YWCA's and the like since those will be irrevocable gifts.

The persons or institutions to whom you donate subscriptions will be appropriately notified that you are the donor—unless you request otherwise.

In addition, a special HUMAN EVENTS lifetime Memorial Cover has been designed to hold copies sent to institutions. Each week's issue, as it arrives, can be instantly inserted with previous issues and securely bound. Four months of HUMAN EVENTS can be so held. HUMAN EVENTS has become the most widely read and effectively used periodical on the reading tables of churches, libraries, colleges, fraternities, sororities, YMCA's, doctors' offices and other reception rooms.

When requested, the memorial covers will be inscribed in gold:

> A Lifetime Subscription to HUMAN EVENTS has been presented to the (name of church, college, library, etc.) through the courtesy of (your name).

The Memorial Cover is free with Lifetime Subscriptions; its price is $3 with the 5-year subscriptions.

Charter Subscribers

February, 1944

Seven men in Chicago gave Frank C. Hanighen the names of the first 127 subscribers to HUMAN EVENTS. The seven men were: General Robert E. Wood, Colonel Charles A. Lindbergh, Sterling Morton, Colonel Robert R. McCormick, General Thomas S. Hammond, Clay Judson and W. H. Regnery, Sr. They ordered and paid for 1-year subscriptions to be sent to:

Herbert Hoover	Avery Brundage	Hubbard Russell
Robert A. Taft	J. Howard Pew	A. H. Meyer
Pierre F. Goodrich	L. A. Beeghly	L. R. Clausen
Edwin S. Webster, Jr.	Chester O. Wanwig	C. C. Moseley
Harry L. Bradley	Edgar M. Queeny	Philip M. McKenna
Sewell Avery	Jasper Crane	E. L. Kurth
Raymond Moley	A. C. Mattei	Hughston M. McBain
Charles Edison	E. C. Lynch	J. W. Clise
Craig R. Sheaffer	C. E. Merrill	R. M. Gaylord
E. G. Bailey	Sid Richardson	L. S. Reed
Cecil B. de Mille	H. C. Cullen	John Slezak
Duncan Stewart	H. L. Hunt	Lamar Fleming, Jr.
Burton F. Peek	J. Peter Grace	Gen. Chas. G. Dawes
Frank R. Seaver	Lee de Forest	the Beans of Minneapolis
A. G. Heinsohn, Jr.	Pierre S. DuPont	Dr. Donald J. Cowling
the Milliken family	Thomas C. Coleman	Walter Harnischfeger
Lloyd Smith	Warren P. Miller	Albert Penn
Ben Moreell	David Fasken	Charles M. White
H. W. Prentis, Jr.	W. P. Draper	F. O. Prior
Adolphe Menjou	E. L. Wiegand	Ralph Budd
Bernard Peyton	Philip Virtue	W. J. Grede
Tom Girdler	Cola Parker	Ben Tate
H. C. Stockham	Frank de Ganahl	R. W. McDowell
J. N. Landrum	Philip L. Corson	Joe Crail
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Otto K. Eitel	J. W. Kieckhefer	F. A. Jostes

and others

5-Years, $37.50; Lifetime Subscriptions $150; 1-Year, $12.50

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Speaking for the Contemplative Magazines More Than for Itself, 'The Reader's Digest' Tells What Will Happen If the Post Office Department Has Its Way.

Vol. XIX, No. 16—Section III

HUMAN EVENTS

April 21, 1962

Second-Class Mail Rates Can Ruin First-Class Magazines

By the Editors of The Reader's Digest

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THE UNITED STATES Post Office is in trouble. This gigantic organization, one of the world's largest, hasn't lived within its income since 1945, and the gap between income and expenses has been getting steadily wider. The Post Office is now spending 850 million dollars a year more than it takes in.

Congressional leaders estimate that 400 million dollars of this cost is represented by charges which properly should be borne by every taxpayer, not just those who use the mails extensively.

Clearly, something must be done. Postal rates must be increased to provide income, and a program must be set up to improve the service and lower the cost of handling the mail.

The House of Representatives has passed a bill —H. R. 7927—which attempts to balance the Post Office budget. This bill is now under consideration by the US Senate. In our opinion, H. R. 7927 does not serve the best interests of the Post Office, its users or the country.

The major provisions of H. R. 7927, as amended, are:

(1) First-class postage increase: from 4 cents to 5 cents for letters—to produce 410 million dollars in postal income.

(2) Second-class postage: a 1-cent surcharge per piece on magazines and newspapers—to produce 53 million dollars.

(3) Third-class postage increase: from 2½ to 3½ cents per piece for business and other circulars—to produce 108 million dollars.

Other provisions will bring increases of 119 million to make the total 690 million dollars.

Barrels of Red Ink

These increases would seem to go a long way toward balancing the budget. In reality, they would do nothing of the sort. For there is red ink waiting in the wings—many barrels of it. The President has already recommended pay increases for postal workers. Congress seems likely to pass a wage bill that could add 300 million dollars to the annual cost of handling the mail. Thus, we go around in circles—or up in spirals —and the limit of such spending is nowhere in sight.

Every year the cost to the users of the mails—especially second- and third-class users—gets heavier and heavier. Sooner or later something is certain to break. In the case of magazines, which are dependent on second-class mail for the delivery of copies, the breaking point for many is now.

H. R. 7927, as presently constructed, would strike a heavy blow at all magazines. If it is enacted into law many magazines, large and small, will be hit so hard they will never recover.

The Reader's Digest is naturally concerned for its own well-being. Our over-all postal bill is spread across all classes of mail. H. R. 7927 would add 3.6 million dollars to our 1962 postal bill of 12.6 million. Our greatest concern, however, is over the drastic effect H. R. 7927 would have on a variety of other magazines and newspapers.

Precarious Publishing

Magazine publishing these days is a precarious business at best. Current profits of the magazine-publishing industry are reliably estimated to be less than an average of 1½ cents on every dollar of sales. But magazine and newspaper publishing is more than a business. It is a vital function in a free society. It is through a free press that ideas and information circulate and public opinion is formed. The more than 12,000 US magazines, covering such diverse fields as history, science, agriculture, medicine, provide a continuing education for all Americans.

For more than 40 years *The Reader's Digest* has had the privilege of condensing articles from the great body of American magazines and newspapers. During these years we have seen valued and important magazines fall by the wayside. Consider only this partial list of magazines that are no longer published: *Delineator, Pictorial Review, Forum, Golden Book, Review of Reviews, St. Nicholas, Scribner's, World's Work, Youth's Companion, Century, McClure's, Collier's, American Magazine, Woman's Home Companion.* Only six months ago *Coronet* was forced to abandon the field.

Along with other costs which have helped to cause so many good magazines to founder in recent years has been the relentless rise in the cost of second-class mail.

Second-class postal rates have risen faster than other prices—until they are now 89 per cent higher than in 1945. This rise, together with loss of advertising to television, has put many publishers in financial straits. The proposed 1-cent surcharge, which would send second-class charges per copy 178 per cent above those in 1945, would have a disastrous effect on thousands of magazines and newspapers.

'Death Sentence for Magazines'

John Lesinski, Representative from Michigan, made the following statement to the House last January 23:

"The evidence before our committee established be-

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yond a reasonable doubt that the proposed increase in second-class mail rates will deal a crippling blow to the magazine industry and place heavy economic burdens upon the already pinched small-city dailies, the rural press and the farm journals.

"In short, the potential harm of the Department's rate structure far exceeds its meager benefits. *The estimated increase in revenue of 53 million dollars on second-class mail exceeds the gross annual profits of the entire magazine industry.*

"The Department's rate structure, if adopted, will mean a death sentence for some of the finest publications in the land."

The Atlantic Monthly was founded in 1857. Ever since, it has provided one of the most distinguished sources of intellectual and literary stimulation in this country. Donald Snyder, publisher of the *Atlantic*, calculated that the proposed increase would add $91,000 to the magazine's annual postage bill. *This additional burden is more than seven times the before-tax profit the magazine earned in 1961!*

Harper's Magazine for more than 100 years has played a leading role in forming thought and opinion in the United States. It has never sought to make more than a modest profit, but under H. R. 7927 *Harper's* would be required to pay $115,000 *additional* postage each year. This increase, said a *Harper's* spokesman, would be disastrous.

John Fischer, editor of *Harper's*, stated recently: "I just can't believe that the government actually intends to destroy magazines such as *Harper's, The Atlantic Monthly, The Reporter, Commentary, Commonweal* and *Saturday Review.*"

* * *

(*HUMAN EVENTS COMMENT: In a letter to the Senate Post Office Committee, the editor of* Harper's *magazine pointed out that* Harper's *lost money in 1961 and has not made half-enough profit in any one year in the last two decades to meet a $115,000 increase in postal rates.*

(Harper's *has a circulation of 270,000, three times that of HUMAN EVENTS. Its single copy price is 60 cents; HUMAN EVENTS, 25 cents.* Harper's *carries a heavy volume of advertising. It is a well-managed operation, yet it lost money in 1961. Since* Harper's *is a typical example, the lesson is that serious-minded publications have all been faced with costs that have been rising far faster than income.*)

* * *

The Curtis Publishing Company has been eminent in the field for generations. It publishes such well-known magazines as *The Saturday Evening Post* and *Ladies' Home Journal*, which over the years have become household terms to millions of Americans.

Curtis is a heavy user of the mails. In 1960 its total postage bill exceeded 15 million dollars. According to a spokesman for the Curtis Company, the increases proposed by H.R. 7927 would up these costs by 6.5 million dollars.

Farm publications have played an essential part in the life of this country. Nearly all their readers get their copies through the mail instead of buying them at newsstands. H. R. 7927 would deal an especially heavy blow to these important periodicals. Consider the impact of the bill on only one of them—*Farm Journal.*

This valuable magazine, which has served farm families for 85 years, now has a monthly circulation of 3 million, larger than that of any other farm magazine. Its expenses—including postal costs—have increased so much that it has not been able to make a profit in either of the last two years. Under the postal rates in H. R. 7927, the magazine is faced with an increased postage bill of at least half a million dollars a year.

Why the Sudden Crisis?

The answer is that until 1945 the Post Office was able to keep its budget within reasonable balance. But, after World War II, when the cost of living shot up, the cost of handling the mail shot up, too. Post Office figures show that the average cost per piece of mail has more than doubled since the end of the war.

The Post Office has raised its rates to try to match these doubled costs. But how has it done so? Too often the Post Office has turned for increased revenue to the users of second- and third-class mail.

There has been only one change in first-class mail rates in 29 years—an increase from 3 cents to 4 cents in 1958. Under the new bill, first-class rates would be 67 per cent above the rates in 1945.

Second-class mail rates have increased 89 per cent since 1945.

* * *

(*HUMAN EVENTS COMMENT: For MOST publications, the increase was 89 per cent. For HUMAN EVENTS, it was 300 per cent since 1957—as will be mentioned in the next comment.*)

* * *

The new bill proposes rates which would average 178 per cent above 1945.

Third-class mail rates have increased by 150 per cent since 1945. The new bill proposed to make them 250 per cent above 1945.

The increases in second-class mail are contrary to the spirit of the law which Congress established in 1879, setting special rates for the delivery of the editorial matter in magazines and newspapers. Congress in 1958 affirmed in a postal act that it was essential to make worthwhile reading matter widely available at low cost, and also established rates for advertising matter that are twice as high as those for editorial matter.

The proposed 1-cent surcharge, which is to be imposed regardless of the proportion of editorial content in a magazine, would increase present rates by 20 to 200 per cent, with publications that are light in weight and carrying little or no advertising being obliged to pay the highest increases. H. R. 7927 thus defeats the purpose of the Second-Class Postage Law, and, in so doing, comes close to repealing the law without intending to.

* * *

(*HUMAN EVENTS COMMENT: HUMAN EVENTS comes within the description of the publications on which the HIGHEST increases have been levied, namely those above-described as "light in weight" and carrying "little or no advertising." As stated above, second-class rates on MOST publications were increased 89 per cent. On HUMAN EVENTS, the increase in 1958 was—incredible as it may seem—300 per cent!*

(*The House-passed bill now before the Senate follows the same principle. It hits the light-weight, no-advertising publications the hardest—as if they should be exterminated. For some publications (the biggest and fattest—such as a 400-page copy of a Sunday newspaper), the increase will be as little as 20 per cent. The increase for HUMAN EVENTS will be 200 per cent.*

(*The way that is done is to provide that the increase for a 400-page issue of the Sunday New York* Times *or for an issue of* McCall's *carrying 2½ million dollars worth of advertising shall be identical with the increase for a single copy of the smallest, lightest-weight publication—such as HUMAN EVENTS. That astorishing provision went through the House of Representatives with a voice vote!*)

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* * *

Third-class mail is widely used by magazines and by many industries, retail trades and business services. Mail-order houses, grocery stores, department stores, book publishers, schools, colleges, hospitals, charities make good use of it. Through this medium, goods and services get easy access to markets which might otherwise be dominated by monopolies. The proposed increase would not solve the Post Office's financial problems, yet it would discriminate unfairly against thousands of individual businesses.

The result of increasing second- and third-class rates more than is justified, and of not increasing first-class rates as much as is justified, has been to cause harm to magazines and newspapers without giving real help to the Post Office.

Second- and third-class mail are charged with hundreds of millions of dollars in costs that properly should be charged to first-class mail.

Several national accounting firms have recommended that the Post Office cost system should be overhauled to end the issuance of inaccurate, thoroughly misleading figures about profits and losses on the various classes of mail.

The proposed increase in second-class mail rates, for example, would increase postal revenue by only 1½ per cent. Many observers doubt that mail volume would stand up under the crushingly high rates that are proposed. Even a 53-million-dollar increase in revenue would make only a ripple in the vast pool of red ink caused by the postal deficit of 850 million dollars.

It is hard to believe that the members of the Senate, when they are acquainted with the disproportionate demands made by this bill on second- and third-class mail users, will follow the action of the House and pass H. R. 7927, but if they do not, where will the Post Office turn for its needed revenue?

The Case for the 6-Cent Stamp

The US Post Office is a fantastically large operation. It employs 582,000 people. Every day it handles 180 million pieces of mail. This year it will spend more than 4 *billion* dollars. Forty-eight per cent of the mail the Post Office handles is first-class letter mail, and most of this is business correspondence.

First-class mail is far and away the chief revenue-producing operation of the Post Office. The 4-cent stamp alone produces 1.4 billion dollars in revenue; the proposed 5-cent stamp would produce 410 million dollars more.

This penny increase would balance the Post Office budget.

Indeed, serious students of the postal problem are convinced that *only* by an increase in first-class mail rates can the Post Office hope to become solvent. And the 6-cent stamp is well within the current cost-of-living index. Postmaster General J. Edward Day in his statement to the House Post Office and Civil Service Committee said: "If letter postage was worth 3 cents in 1932, it would be worth nearly 7 cents today in terms of 1932 dollars."

What would the 6-cent stamp mean to the average user of the mails?

Since business firms buy 75 per cent of the first-class stamps, the bulk of the cost would be borne by industry and commerce. (As an example, cost of postage to *The Reader's Digest* is: 2.2 million dollars in first-class mail; 3.2 million dollars in second-class; 4.4 million dollars in third-class and 2.8 million dollars in fourth-class.) But the Post Office estimates that this would add only 8/100 of 1 per cent to the cost of sales.

What would the 6-cent stamp mean to the average household? The cost would be only about 1 cent a day. Again, if postage cost had risen with the average cost of handling a piece of mail, the former 3-cent stamp would now cost 6½ cents.

So the average user of the mails would still be ahead of the game.

Peril to Good Publications

By BOB CONSIDINE

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THE GREATEST TRIUMPH of evil literature over good would be the passage of the bill, now before the Senate, which would put into law the postal hike approved by the House of Representatives.

CONSIDINE

If the bill is passed it will hurt the full decent spectrum of the printed American word, including the words that appear in this paper.

But it is not this paper that particularly concerns us today. It is—if the bill is passed—not only the imminent death of a lot of first-class publications, but the survival of cheap, harmful periodicals that cannot use the mails yet smear the nation's newsstands.

On the surface, H. R. 7927, the mail charge boost, looks good. By raising first-class rates from 4 to 5 cents for letters, the Federal government would be enriched $410,000,000. The 1-cent lift on second-class postage, mainly used by magazines and newspapers, would bring in another $53,000,000. By boosting the cost of sending business and other circulars, in third-class mail, the ante would be upped by another $108,000,000. Certain other lifts would bring the grand total to $690,000,000.

Sounds great. The Post Office Department now loses $850,000,000 a year. So with the hike, we blow only $160,000,000 next year, Right?

Wrong.

The President has promised pay increases to Post Office employes that would take care of the difference, and if it didn't take care of the difference, the death of hosts of periodicals now walking a taut rope, but still paying their postal bills, would maintain (or worsen) the deficit.

Damon Runyon used to say, as the group stood outside Campbell's Funeral Parlor after stashing one of the clan, "They're hitting all around us." It is eminently true of magazines in this country. The aforementioned $53,000,000 postage increase on second-class mail happens to be a larger sum than the gross annual profit of the whole magazine industry last year. Think of the magazines that have died in recent years! But think, too, of those which would be forced to close tomorrow if the bill passes.

HARDEST HIT, perhaps, would be religious periodicals. They have a tough enough time as it is, while doing their fine work in this country and in the foreign editions they send overseas at a time when it is imperative that the spiritual side of America

(*continued on next page*)

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(*continued from preceding page*)

offset the Communist jibes that we are purely materialistic.

Robert Fenton, assistant publisher of the *Catholic Digest*, has some trenchant thoughts on the subject:

"There are many religious publications that pay a non-profit postal rate. *Catholic Digest* does not enjoy a non-profit rate, but even these non-profit publications are in a precarious position. Their sources of income are extremely limited—many of them are dependent upon contributions from religious groups. So that while their postal costs are lower, they are also expected to be raised . . . . They, too, will face a disastrous problem.

"The ironic part of this whole question is that these increased postal rates will not bring the Post Office more revenue, but less. If some publications are forced out of business, they won't use the Post Office at all. Those that can struggle through will probably reduce their circulation and therefore give the Post Office less first-, second- and third-class business."

Of the same periodical, its executive vice president, Monsignor Patrick J. Ryan, noted, "Ours is a magazine devoted to religion, education and public welfare. Its circulation, domestic and foreign, totals over one million. It has a small amount of advertising, less than $300,000 a year. This is true of most educational magazines. Last year the company sustained a loss. The year before we made about $75,000. This bill H. R. 7927, if and when implemented, would cost us $238,706.74 more than we paid last year. We would be priced right out of business."

And leave the field, or a portion of it, to a paean of pornography.

Postal Bill May End Career of 'Atlantic Monthly'

From the Washington Post

ONE OF THE NATION'S most venerable publications has given the Senate a detailed case study showing how the Administration's postal rate bill may swell the death roll in the magazine industry.

The Atlantic Monthly says the House bill would force it out of business and has prepared a report for the Senate Post Office Committee showing why. This is the *Atlantic's* report:

The magazine has a monthly circulation of about 300,000 copies. Its average profit before taxes for the last five years was $68,496, or 3.8 per cent, but last year this fell to $12,605.

Rate increases voted by the House would add $91,683, or 36.3 per cent, to the magazine's mail costs. [The *Atlantic's* profits before taxes in 1961 were only $12,000—one seventh of what the annual postal increase will be.] Subscription price increases just put into effect would cover less than half of the proposed rates.

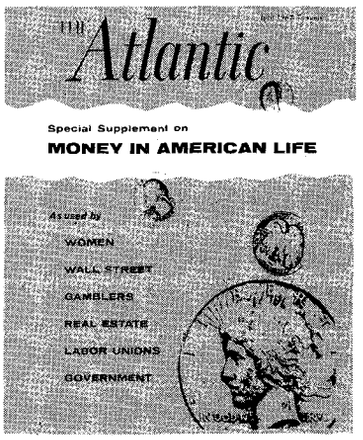
Over the last five years, the *Atlantic's* postage costs have gone up 66.8 per cent, because of the 1958 postal increase, while other costs rose less than half that amount. Circulation increased 11.8 per cent and advertising 2.5 per cent.

A long letter from *The Atlantic Monthly* to the Senate Post Office and Civil Service Committee begins:

"We are unwilling to believe that the Congress of the United States wishes to legislate The Atlantic Monthly or anyone else out of business. Yet that is what severe increases in postal rates, spread over too short a span of years, can do."

Magazines are mailed under second-class rates. But the bulk of the postal increase to the *Atlantic* would be in its third-class direct mail advertising efforts to secure new subscribers. This is so-called "junk mail," for which the minimum piece-rate would be raised from 2½ to 3½ cents.

Last year the *Atlantic* needed to sell 22,771 new subscriptions to replace those not renewed. Like many magazines, it relies heavily on third-class mail, rather than television or newspaper advertising, to find subscribers because it appeals to a special audience and because this puts a reply envelope in the potential subscriber's hands. Last year 48.8 million magazine subscriptions were sold by third-class mail.



'Atlantic'—America's No. 1 Contemplative Magazine

The third-class mail costs of finding one new subscriber cost the *Atlantic* $1.53 last year. The *Atlantic* said it believed this increase alone would force the magazine out of business.

How about passing the postage costs on to advertisers and subscribers?

An increase in advertising rates sufficient to absorb the House rates would result in a 25 per cent loss in advertising lineage and a net revenue loss of $6,018, the *Atlantic* estimated.

With the March issue, the magazine increased its newsstand price from 60 to 75 cents and its annual subscription rate from $7.50 to $8.50. This is expected to bring in an extra $37,246, but rules out a further increase in the "foreseeable future."

POSTAL RATES on magazines and newspapers always have been kept below cost on the theory that wide dissemination of information served the public interest. Under the House bill, second-class rates would still cover less than half of costs, but would be 55 per cent higher than now.

The *Atlantic* said it "can and should" absorb about half the postal increases the House voted. It suggested that instead of the extra penny per copy, second-class changes be made in the pound rate—five per cent a year for five years on editorial content and 7½ per cent a year for five years on advertising. This would cost the *Atlantic* $28,824 more a year.

It asked that the third-class increase be held to ¼-cent per piece instead of 1 cent. This would cost $14,105 a year. The *Atlantic* also faces a $5,789 annual increase in first-class rates, but stated no objection to that.

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Vol. XIX, No. 16—Section IV HUMAN EVENTS April 21, 1962

The State Department's Dangerous New Policy

By RALPH de TOLEDANO

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VERY QUIETLY, the State Department has been formulating a new policy toward the Soviet Union. An understanding of this policy explains President Kennedy's position in regard to Laos, to Berlin, to the sharing of space secrets with the Kremlin and to nuclear testing. There has been no public announcement so far, but a high-level official such as Walt W. Rostow, the Department planning chief, has cautiously stated that the United States must "find limited areas of overlapping interests with Communist regimes."

The new State Department "line" is based on two dangerous assumptions: (1) Comrade Khrushchev is a "more reasonable" dictator than Stalin and would be replaced by a "more dangerous" Communist should we help unseat him; and (2) Red China and the Soviet Union are really at sword's point, making it to the American advantage to appease Khrushchev in an effort to encourage a Sino-Soviet break. When (2) takes place, the State Department planners believe the United States should side openly with the Soviets against the Chinese Communists.

That such a policy would immeasurably strengthen the Communist regime in Russia and give the wily Khrushchev a stranglehold on Southeast Asia does not seem to have occurred to those who are formulating the new "line."

It is in the implementation of these State Department convictions that the United States and the West face their greatest dangers. For it involves a general retreat from sound positions the West has held and which, to date, are only partially compromised by American and British subservience to the United Nations.

After first "conditioning" American public opinion to relinquish its anti-communism and what the State Department middle echelon rather disdainfully calls the "suspicion" of Soviet motives, a series of steps would be taken to cement relations with the Kremlin.

Some of these steps, incidentally, have already been taken. For example, all aid to the legitimate government of Laos has been stopped and Ambassador Averell Harriman was in Vientiane to coerce the anti-Red forces to accept what even some in the State Department realize will be the delivery of the strategic kingdom to Communists and pro-Communists.

Other steps include the offer of foreign aid to Soviet-bloc countries in Eastern Europe (ignoring, of course, that the chief argument for that aid is its presumed help in the fight against communism); recognition of the Soviet-dominated regime in Outer Mongolia; a declaration that we will not allow Greece to overthrow the Communist Albanian government; the open rejection of the doctrines of either containment or liberation; the reestablishment of diplomatic relations with Cuba; a flat announcement that we will not allow West Germany to have nuclear weapons; and a backdown on United States demands that any ban on nuclear testing or disarmament be accompanied by an adequate system of inspection.

Most interesting of all is the theory held by some State Department planners and advisers that the time must come for greater fraternization between the United States and the Soviet Union. Those who tend to this view are softly urging the President to make a state visit to Moscow. This kind of fraternization should, it is argued, also be held on a lower level—among scientists and space experts—to assure the Kremlin of our good intentions.

Simultaneously, the President and his spokesmen should tell the Soviets that our only quarrel with communism is its suppression of personal freedom—that this country is not opposed to economic totalitarianism—as if the political and the economic could be divorced. This is, of course, nonsense. Politics determines economics and economics determines politics, a fact that Karl Marx and Adam Smith recognized many, many years ago.

Summed up, the new "line" simply means that we must stop being beastly to the Soviets, and that we must in no way give Khrushchev the idea that if he gets into a slugging match with the Chinese Reds we will say a plague on both your houses. (It is interesting to recall that when Hitler invaded the Soviet Union in 1941, the then Senator Truman remarked that our best policy would be to let the two kill each other off.* Had we done so, today there would be no Red China and no captive nations.**)

To condition the American people to this reversal of United States policy, the State Department is employing the same means it did in the early 1940's to undermine the Free Chinese government. At that time, friendly newspapermen were quietly briefed on the "corruption" of Chiang Kai-shek, on his "unpopularity" among the people. The Chinese Reds were depicted as "agrarian reformers" respected by the people, honest and forthright, who should be encouraged as a counter-force to the iniquitous Nationalist government.

The same newspapermen, or their heirs, are now being told that the new policy is perhaps "too sophisticated" for the American people but that it has the backing of every expert on the Soviet Union and Red China. This is far from the truth. Most of the experts put little credence in the belief that there is anything more than a family fight going on within the Communist world. And they advise extreme caution in basing policy on any other assumption. Nevertheless, the "leaks" from the State Department continue unabated while the groundwork for a massive reversal is laid.

---

*June 23, 1941, Senator Truman: "If we see that Germany is winning, we ought to help Russia and if Russia is winning, we ought to help Germany, and that way let them kill as many as possible although I don't want to see Hitler victorious under any circumstances. Neither of them think anything of their pledged word."

**On June 29, 1941, former President Herbert Hoover said: "The gargantuan jest of all history would be if we should give aid to Stalin in the war. The result would be to spread communism over the world."

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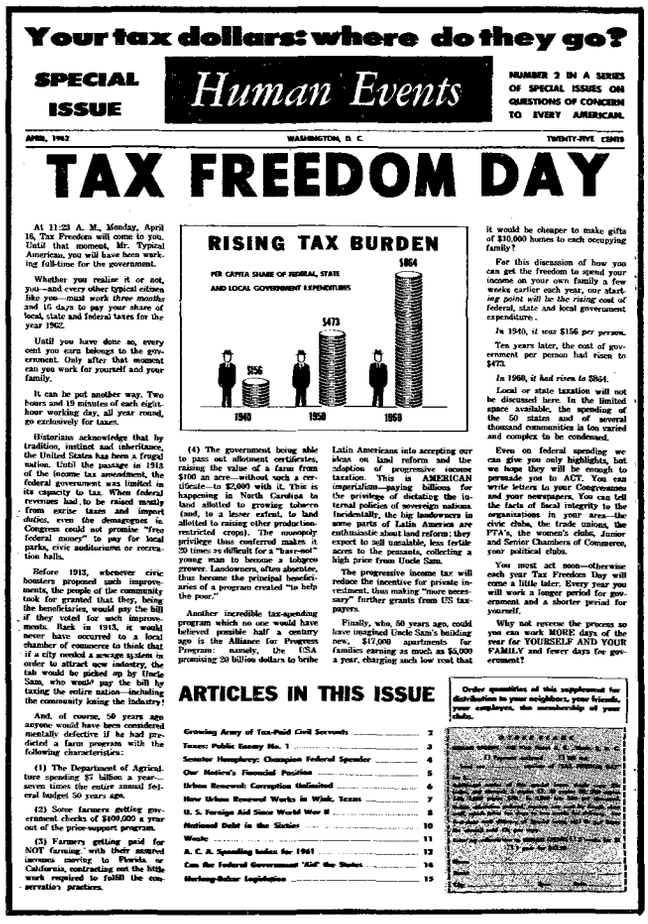
TAX FREEDOM DAY

Every cent Mr. Typical American earns during the first 106 days of each year goes to support Federal, state and local government. To dramatize that fact, HUMAN EVENTS announced that TAX FREEDOM DAY for 1962 was April 16. Only after April 16 did Mr. Typical American begin earning money for himself and his family.

April 16—by coincidence, the last day on which you could pay your 1961 Federal income taxes (the 15th falls on a Sunday)—became TAX FREEDOM DAY by the following calculation:

The impartial Tax Foundation reports that state, local and Federal taxes, including social security, absorb 29.1 per cent of the net national product ("net" because duplications have been eliminated). On April 16, you completed 29.1 per cent of the year.



Your tax dollars: where do they go?

SPECIAL ISSUE

Human Events

NUMBER 2 IN A SERIES OF SPECIAL ISSUES ON QUESTIONS OF CONCERN TO EVERY AMERICAN.

APRIL, 1962 WASHINGTON, D. C. TWENTY-FIVE CENTS

TAX FREEDOM DAY

At 11:23 A. M., Monday, April 16, Tax Freedom will come to you. Until that moment, Mr. Typical American, you will have been working full-time for the government.

Whether you realize it or not, you—and every other typical citizen like you—must work three months and 16 days to pay your share of local, state and federal taxes for the year 1962.

Until you have done so, every cent you earn belongs to the government. Only after that moment can you work for yourself and your family.

It can be put another way. Two hours and 19 minutes of each eight-hour working day, all year round, go exclusively for taxes.

Historians acknowledge that by tradition, instinct and inheritance, the United States has been a frugal nation. Until the passage in 1913 of the income tax amendment, the federal government was limited in its capacity to tax. When federal revenues had to be raised mostly from excise taxes and import duties, even the demagogues in Congress could not promise "free federal money" to pay for local parks, civic auditoriums or recreation halls.

Before 1913, whenever civic boosters proposed such improvements, the people of the community took for granted that they, being the beneficiaries, would pay the bill if they voted for such improvements. Back in 1913, it would never have occurred to a local chamber of commerce to think that if a city needed a sewage system in order to attract new industry, the tab would be picked up by Uncle Sam, who would pay the bill by taxing the entire nation—including the community losing the industry!

And, of course, 50 years ago anyone would have been considered mentally defective if he had predicted a farm program with the following characteristics:

(1) The Department of Agriculture spending $7 billion a year—seven times the entire annual federal budget 50 years ago.

(2) Some farmers getting government checks of $109,000 a year out of the price-support program.

(3) Farmers getting paid for NOT farming, with their assured incomes moving to Florida or California, contracting out the little work required to fulfill the conservation practices.

RISING TAX BURDEN

PER CAPITA SHARE OF FEDERAL, STATE AND LOCAL GOVERNMENT EXPENDITURES

(4) The government being able to pass out allotment certificates, raising the value of a farm from $100 an acre—without such a certificate—to $2,000 with it. This is happening in North Carolina to land allotted to growing tobacco (and, to a lesser extent, to land allotted to raising other production-restricted crops). The monopoly privilege thus conferred makes it 20 times as difficult for a "free-soil" young man to become a tobacco grower. Landowners, often absentee, thus become the principal beneficiaries of a program created "to help the poor."

Another incredible tax-spending program which no one would have believed possible half a century ago is the Alliance for Progress Program: namely, the USA promising 20 billion dollars to bribe Latin Americans into accepting our ideas on land reform and the adoption of progressive income taxation. This is AMERICAN imperialism—paying billions for the privilege of dictating the internal policies of sovereign nations. Incidentally, the big landowners in some parts of Latin America are enthusiastic about land reform; they expect to sell unsalable, less fertile acres to the peasants, collecting a high price from Uncle Sam.

The progressive income tax will reduce the incentive for private investment, thus making "more necessary" further grants from US taxpayers.

Finally, who, 50 years ago, could have imagined Uncle Sam's building new, $17,000 apartments for families earning as much as $5,000 a year, charging such low rent that it would be cheaper to make gifts of $10,000 homes to each occupying family?

For this discussion of how you can get the freedom to spend your income on your own family a few weeks earlier each year, our starting point will be the rising cost of federal, state and local government expenditure.

In 1940, it was $156 per person.

Ten years later, the cost of government per person had risen to $473.

In 1960, it had risen to $864.

Local or state taxation will not be discussed here. In the limited space available, the spending of the 50 states and of several thousand communities is too varied and complex to be condensed.

Even on federal spending we can give you only highlights, but we hope they will be enough to persuade you to ACT. You can write letters to your Congressmen and your newspapers. You can tell the facts of fiscal integrity to the organizations in your area—the civic clubs, the trade unions, the PTA's, the women's clubs, Junior and Senior Chambers of Commerce, your political clubs.

You must act soon—otherwise each year Tax Freedom Day will come a little later. Every year you will work a longer period for government and a shorter period for yourself.

Why not reverse the process so you can work MORE days of the year for YOURSELF AND YOUR FAMILY and fewer days for government?

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Why not work fewer days for government and MORE days for YOURSELF?

To focus attention on the mounting costs of government and the dire necessity of reducing taxes, HUMAN EVENTS is publishing a special 16-page TAX FREEDOM DAY Supplement. **The page size is double that of a regular issue of HUMAN EVENTS, so you will appreciate the immense number of facts to be found in the Supplement.**

The Supplement seeks to answer such questions as:

- **Who are the biggest spenders in Congress?**
- **What countries are getting how much of your money?**
- **How corrupt is urban renewal?**
- **Where will the national debt be 10 years hence?**
- **How does your senator and congressman vote on spending?**
- **Why is sound tax reform needed?**
- **What do some Democrats and Republicans say about government waste?**

You must carry the education to the people in your neighborhood, office, factory, club. Get them to demand that their local, state and Federal representatives cut out waste in government so taxes can be cut and all of us can spend more of our earnings on ourselves and our families.

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April Is Dollar Month

One of our readers, who calls himself our "No. 1 salesman," says whenever a discussion gets around to politics, he interrupts: "By the way, have you ever read a Washington newsletter called HUMAN EVENTS?" If the listener replies "No," our friend says:

"Why man, YOU HAVEN'T LIVED. I'm going to have sent to you a five-week subscription. That will cost you ONE dollar, but I'll give you TWO dollars if, after reading it, you don't send in a full year's subscription. That's how sure I am that you'll love HUMAN EVENTS."

That energetic fan has been responsible for a host of subscriptions in the Pacific Northwest.

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(more coupons on other side)

Too Much Tolerance

From the Chicago Tribune

The novel idea [in these days] that a wrongdoer should be punished is advanced by O. W. Wilson, Chicago Police Superintendent, in the March 12 issue of *U. S. News & World Report.* In an interview he remarked that one of the reasons for the rising crime rate is that people have adopted a "fad" of tolerance for the wrongdoer, and "everybody wants to be tolerant." When asked what's wrong with that idea, he replied:

"This 'tolerance' takes the form of studying the causes of wrongdoing, and they—the sociologists, the psychologists and the psychiatrists—come up with the reason the individual did what he did. Well, so long as there is a reason why the criminal did this thing, then the 'tolerant' man says, 'But you can't hold him responsible. There were factors beyond his control. Therefore you mustn't punish the poor man. You must be tolerant toward his misbehavior.' "

Superintendent Wilson went on to say that what this country needs is some intolerance toward criminal behavior. He declared that "if every citizen of Chicago suddenly became very intolerant of crime, the crime rate would plummet in a day."

The Superintendent's remarks will not endear him to those social workers and educationists who believe that practically everybody is responsible for wrongdoing except the person who does wrong. He reminds us of a cartoon published a few years ago by *The New Yorker*, in which a school principal is pictured with a juvenile hellion and his mother. The principal says: "Mrs. Minton, there's no such thing as a bad boy. Hostile, perhaps. Aggressive, recalcitrant, destructive, even sadistic. But not *bad.*"

Lately, in our most optimistic moments, we perceive signs that the "fad" of tolerance may be fading. Some social workers are getting fed up with bastardy among reliefers. Some school officials are getting impatient with loafers. A Presidential Commission has decided that featherbedding job practices are wrong.

Cheer up, Superintendent Wilson. A lot of Americans agree with you.

New Fulton Lewis Stations

Five new stations have just been added to the list of stations carrying the Fulton Lewis, Jr., broadcast. They are in cities which have not heard Lewis for several years. They are: Boston, Mass., WBOS; Milwaukee, Wis., WAUX; Des Moines, Iowa, KWKY; Peoria, Ill., WPEO; and Rockford, Ill., WJRL.

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How to Write Your Congressman

By Congressman Richard H. Poff (R.-Va.)

(1) *A letter is better than a phone call.* It constitutes a written record for future reference.

(2) *Make your letter brief.* If possible, it should be confined to one page. Members receive an average of more than 100 letters every working day. With committee meetings scheduled at 10 A.M. and the House session at noon, we have less than two hours a day to dictate. It is not necessary that letters be typewritten, and the form, phraseology and grammar are completely unimportant.

(3) *Confine your comments to one subject for each letter.* This exclusive treatment underscores the importance the writer attaches to the subject and demands a responsive and definitive reply. A letter with multiple subjects knocks the daylights out of our filing system and makes it difficult to compile total public sentiment on a given subject.

(4) *Outline the reasons for your position.* Nothing is more meaningless than a letter which simply demands that the congressman "Support H. R. 6345" or "vote against S. 2346." In the first place, the letter automatically identifies itself as artificially inspired by some pressure group. Such a letter deserves no reply except a "promise to study the measure." In the second place, an honest congressman wants to know the reasons on both sides of every issue, without which he cannot reach an honest decision. In the third place, you probably know a lot more about the practical effects of enactment or defeat of the bill than the congressman.

(5) *Don't insult your congressman with promises or threats.* A congressman is a human being, and most are earnestly trying to do the right thing. A promise signifies the writer's belief that the congressman can be bought; a threat, that he can be scared. Both are offensive. Both are self-defeating. However, constructive criticism is sincerely appreciated.

(6) *A personal letter is better than a form letter or a signature on a petition.* Many people will sign a petition without reading it just to avoid offending the carrier. Form letters are readily recognizable as such and register nothing more than the sentiments of the person who first prepared the form. Form letters receive form replies.

(7) *Refuse to accept an unresponsive reply.* If you have written a personal letter and given the congressman the reasons for your position, you are entitled to know his position and the reasons for it.

However, in evaluating the reply you receive, you should bear in mind certain legislative facts of life: (1) There are always two sides to each issue. (2) Right and wrong are not always exclusively on one side or the other. (3) Each bill may contain many different philosophical issues. (4) A bill seldom becomes a law in the same form it was introduced. With 537 members in the two Houses of Congress, all statutes are the result of legislative compromise; bills may be amended in the committee or during floor debate in such drastic dimensions that the original issue will be emasculated before the vote on final passage. For those reasons, it is impossible for a congressman to commit himself positively in advance to support or oppose a bill identified simply by a number or a catch line.

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HUMAN EVENTS

--- COMMENTARY ---

American policy is very simple. It is to be neutral to their enemies, friendly to the neutrals and hostile to their friends.

—Sebastian Haffner, English journalist and columnist

Vol. XIX, No. 16—Section V

April 21, 1962

Freeman's Farm Program Runs Aground

By WALTER TROHAN

THE WHEEL OF FORTUNE is turning on the farm problem to lower the influence of the man of dwindling influence, Secretary of Agriculture Orville Freeman, and raise the importance of the American Farm Bureau Federation.

The Bureau has been out of favor with the New Frontier because, although it is the largest of the farm organizations, it has been the strongest and most effective opponent of the "supply-management" policy. This policy is the darling of Freeman, whose only departure from city sidewalks has been the purchase of a gentleman's farm.

In its battle against imposition of further Federal controls over farmers, the Farm Bureau played an important role in defeat of the 1961 farm bill which was sold to Freeman by classroom farmers who still believe strait-jacket controls are the only solution of mounting surpluses and dropping prices.

Last March 13, the House Agriculture Committee startled observers of the farm scene with a revolutionary action which has not had much of a publicity fanfare. The Committee, controlled 20 to 14 by Democrats, who might be expected to support the farm program which Freeman calls the Administration's program, heard Charles B. Shuman, Chicago, president of the American Farm Bureau Federation, testify against Freeman's "supply-management" concept, which would give the government control of almost all phases of production and marketing.

JUST BEFORE THE SECOND SESSION of the current Congress opened in January, Chairman Harold Cooley (D.-N. C.) of the House Committee, leveled a strong personal attack on Shuman. He assailed Shuman and the Farm Bureau for their stand against more controls for farmers and made no secret of Democratic ire over the organization's role in defeating the Administration's 1961 farm bill.

In view of the attack, Shuman's appearance before the Committee was a surprise, something like Freeman providing Ezra Taft Benson, his predecessor in the Eisenhower Cabinet, with part of his time before the House Committee for the purpose of blasting the "supply-management" program.

Inquiry revealed that 16 members of the Committee, including Democrats, had asked for Shuman's appearance. This fact was regarded as confirmation of growing belief that the Administration's farm proposals will get no farther in this session than they did in the last. It was clear the Committee is seeking alternatives to Freeman's program and preparing to take them even from his bitterest foe. The Farm Bureau would greatly expand the soil bank or conservation reserve, which may curtail feed grain production without resorting to quotas.

MEMBERS OF THE COMMITTEE are aware mail from the Midwest has been running overwhelmingly heavy against the Freeman program. Support of the Farm Bureau is likely to step up the protest mail.

It was obvious at the hearing that the Administration farm policy has reached a dead end. Freeman has failed to get a favorable vote on his proposal for dairy price supports at $3.40 hundredweight for milk, with the result he had to drop the rate to $3.11. The hearing served to pinpoint disenchantment with the city boy farmer, who reaps nothing but troubles.

Once again Attorney General Robert F. Kennedy has demonstrated dislike of Freeman and his ideas and there is no one in the Administration whose disfavor informed persons would like to avoid incurring more than the young Attorney General. Some weeks ago the President's brother called in Gerald Dearing, cotton specialist for the Memphis *Commercial Appeal*, to ask him what was wrong with the Administration's cotton program. Dearing told him. But Freeman was able to take out some of the sting by a personal appeal to the President.

A few days ago Bobby Kennedy held another and unpublicized session with Dearing, which was regarded in Congress as spelling significant change in the Freeman cotton program, whether Freeman likes it or not.

WASHINGTON HUMOR: "Mrs. Kennedy's trip not only has resulted in a lot of Asian good will toward this country but has produced one of the most audacious of recent Washington gags, to wit: 'Did you hear what one Indian elephant asked the other Indian elephant? "Who was that First Lady I seen you with last night?" ' " (*Washington Post*)

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The Writing of History

From the Omaha Evening World-Herald

Some parents in Dallas, Texas, are protesting the use of a grade-school history textbook which, in relating the story of World War II, makes these statements:

"On one side were the Axis powers. . . . On the other side were the United Nations."

"American fighting men landed in North Africa in November, 1942. They fought beside other men from the United Nations."

"The United Nations fought the Japanese on land, on the seas, and from the air."

Since the formation of the United Nations was not completed until two months after World War II ended, the book, *The Story of American Freedom*, written by Edna McGuire of Greencastle, Indiana, and published by the Macmillan Company, is, as Dallas Superintendent W. T. White said, "inaccurate."

How do such sloppy historians manage to sell their wares to school systems?

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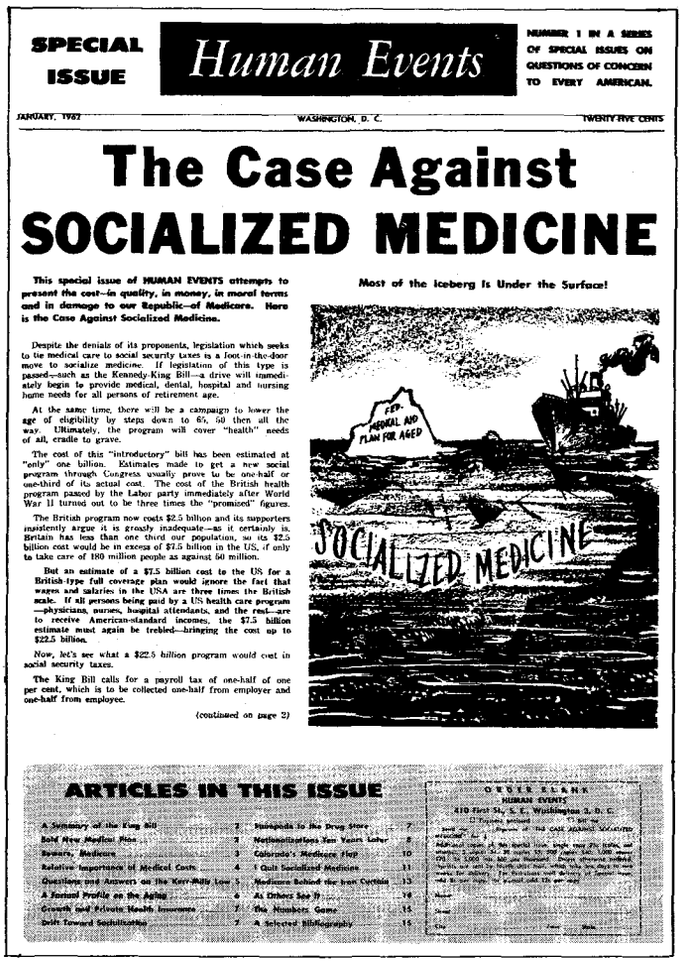
THE RESCUE RACKET



SPECIAL ISSUE

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The Case Against SOCIALIZED MEDICINE

This special issue of HUMAN EVENTS attempts to present the cost—in quality, in money, in moral terms and in damage to our Republic—of Medicare. Here is the Case Against Socialized Medicine.

Despite the denials of its proponents, legislation which seeks to tie medical care to social security taxes is a foot-in-the-door move to socialize medicine. If legislation of this type is passed—such as the Kennedy-King Bill—a drive will immediately begin to provide medical, dental, hospital and nursing home needs for all persons of retirement age.

At the same time, there will be a campaign to lower the age of eligibility by steps down to 65, 50 then all the way. Ultimately, the program will cover "health" needs of all, cradle to grave.

The cost of this "introductory" bill has been estimated at "only" one billion. Estimates made to get a new social program through Congress usually prove to be one-half or one-third of its actual cost. The cost of the British health program passed by the Labor party immediately after World War II turned out to be three times the "promised" figures.

The British program now costs $2.5 billion and its supporters insistently argue it is grossly inadequate—as it certainly is. Britain has less than one third our population, so its $2.5 billion cost would be in excess of $7.5 billion in the US, if only to take care of 180 million people as against 60 million.

But an estimate of a $7.5 billion cost to the US for a British-type full coverage plan would ignore the fact that wages and salaries in the USA are three times the British scale. If all persons being paid by a US health care program—physicians, nurses, hospital attendants, and the rest—are to receive American-standard incomes, the $7.5 billion estimate must again be trebled—bringing the cost up to $22.5 billion.

Now, let's see what a $22.5 billion program would cost in social security taxes.

The King Bill calls for a payroll tax of one-half of one per cent, which is to be collected one-half from employer and one-half from employee.

(continued on page 2)

Most of the Iceberg Is Under the Surface!

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Give copies to your friends, teachers, clergymen, precinct workers, club leaders, physicians, lawyers, barbers, cab drivers and local officials.

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QUESTION *of the Week*

Because HUMAN EVENTS is under-financed and our staff is overworked, we can no longer give individual answers to the hundreds of questions that come to us each week. In this space, we will endeavor to answer each week the question or questions asked most often which have widest appeal.

Q. I watch the President's press conferences on TV. He responds instantly to almost every question. The answers seem to be on the tip of the tongue. How is it possible for Mr. Kennedy to know so much about every phase of government and politics, including even a local project in some far-away small state.

A. The extra knowledge over and above what might be expected of one whose entire time and thought are devoted to government and politics comes as a result of (1) briefing and (2) planted questions. Pierre Salinger, press secretary to the President, and his assistants spend all day and often a good part of the night answering questions submitted to them by the correspondents covering the White House. They often reply to 100 different queries in a single day. Thus they can anticipate practically every question likely to be asked at the press conferences.

Before each conference, the President—whether Kennedy or his predecessors—receives a thorough briefing. He is told the questions likely to be asked and if he does not already know the answers, they are given to him. Before the Presidential briefing, the questions likely to be most embarrassing have been hashed out among the President's aides—often with advice and perhaps the answers from the Cabinet members and bureau chiefs involved—all to the end that the President knows exactly what to say.

The second factor is that of the "planted question."

When the Administration wants to "sell" an idea to the enormous TV audience watching the press conferences, Salinger makes sure that the question will be asked—and in exactly the way the Administration wants it asked. Sometimes he wants a question phrased in an antagonistic manner as a means of heightening the effectiveness of the President's answer. Sometimes an opening for a humorous sally can be created. With 350 correspondents in attendance, and a dozen at one time on their feet endeavoring to ask questions, the President usually can recognize the one he wants. While the recognition system sometimes misses, because there may be two reporters close together on their feet, the system gives the most breaks to friendly members of the press—keeping the friendly reporters friendly—and giving as few breaks as possible to unfriendly reporters.

While all Presidents have sought to use the press conferences to promote their programs, JFK has done the superior job, even excelling the master himself—FDR.

ABOUT GOVERNMENT AID—"The only handout the people in my district want is the government's hand out of their pockets." (*Congressman John M. Ashbrook, Ohio Republican*)

Yarmolinsky's Record

By FULTON LEWIS, Jr., From Top of the News

Former Major General Edwin A. Walker wound up his two days of testimony before the Special Senate Subcommittee investigating the muzzling of the military with little or nothing to add to what he said his first day, but Secretary of Defense McNamara came rushing to the defense of two of his assistants about whom General Walker was critical the first day. One was Assistant Secretary of Defense Arthur Sylvester, the other was Adam Yarmolinsky, the Special Assistant to the Secretary of Defense, both of whom General Walker blamed for what he called the "no-win" policy of the Defense Department toward Communists and communism.

The Secretary said that he has no desire to engage in a public debate with Mr. Walker, but that he could not ignore the most serious charges against Yarmolinsky.

The Secretary said he reviewed Yarmolinsky's security file before appointing him and added, "Mr. Yarmolinsky's record is one of strong and active anti-Communist activity." Mr. Yarmolinsky said, in his own defense, that he had no part of the Walker case and that "my entire record points in the opposite direction from communism."

The first point that should be noted is that General Walker never said Mr. Yarmolinsky did have anything to do with his case; he said he was one of those responsible for the "no-win" policy in the Defense Department and that certainly he has been in close association with Communists and that Yarmolinsky has admitted having attended meetings of the Young Communist League, which is certainly a close association.

I have no way to know, of course, where Secretary McNamara got his security file on Yarmolinsky or who made it up for him, but when he says that Yarmolinsky's record is one of strong and active anti-Communist activity, he simply doesn't know what he's talking about, because the record shows exactly the opposite.

The record shows that Mr. Yarmolinsky has been one of the leading figures in the country and one of the most outspoken against the forces of anti-communism and that he was a vice president of the notorious Fund for the Republic, in charge of its Washington operations, and unless Mr. McNamara is very stupid indeed, he must know that the Fund for the Republic is the most anti-anti-Communist organization in the country. It is dedicated to the destruction of the loyalty-security program of the government, the destruction of the House Un-American Activities Committee, the Senate Internal Security Subcommittee and all other groups and individuals who are opposed to communism and who want to do something about exposing it. And sitting at Secretary McNamara's right hand in the Defense Department, when the Department begins to sabotage and retrench on its own anti-Communist indoctrination activities, it is a reasonable suspicion that the hand of Adam Yarmolinsky is in the picture somewhere.

RESPECTABILITY, NEW FRONTIER STYLE!—"Dr. Samuel Hutchinson Beer, current national chairman of Americans for Democratic Action and professor of Harvard's Department of Government, credits the 20 per cent upsurge in ADA membership to 'our new respectability with so many of our leaders prominent in the New Frontier.' There are now 35 top-ranking ADA appointments including three Cabinet officers." (*Congressman J. Arthur Younger, California Republican*)

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What You Can Do

The UN Bond Issue

THE US SENATE has passed the United Nations bond bill, 70 to 22. This measure, which authorizes an appropriation of $100 million for a loan to the international organization, now goes to the House.

Half the opposition votes were cast by Southern senators, which would indicate that the South is abandoning its traditional internationalism and United Nations idolatry.

Letters and telegrams in opposition to this $100-million loan should be sent members of the House of Representatives as soon as possible.

Here is how individual senators voted:

YEAS (70)

NORTHERN DEMOCRATS (38): Bartlett and Gruening (Alaska), Hayden (Ariz.), Engle (Calif.), Carroll (Colo.), Dodd (Conn.), Long (Hawaii), Church (Idaho), Douglas (Ill.), Hartke (Ind.) Muskie (Maine), Smith (Mass.), Hart and McNamara (Mich.), Humphrey and McCarthy (Minn.), Long and Symington (Mo.), Mansfield and Metcalf (Mont.), Bible and Cannon (Nev.), Williams (N. J.), Burdick (N. D.), Young (Ohio), Kerr and Monroney (Okla.), Morse (Ore.), Clark (Pa.), Pastore and Pell (R. I.), Moss (Utah), Jackson (Wash.), Byrd and Randolph (W. Va.), Proxmire (Wis.), Hickey and McGee (Wyo.).

SOUTHERN DEMOCRATS (10): Hill and Sparkman (Ala.), Fulbright (Ark.), Holland and Smathers (Fla.), Ervin and Jordan (N. C.), Gore and Kefauver (Tenn.), Yarborough (Tex.).

REPUBLICANS (22): Kuchel (Calif.), Allott (Colo.), Bush (Conn.), Boggs and Williams (Del.), Fong (Hawaii), Dirksen (Ill.), Hickenlooper (Iowa), Carlson and Pearson (Kan.), Cooper and Morton (Ky.), Beall and Butler (Md.), Saltonstall (Mass.), Case (N. J.), Javits and Keating (N. Y.), Scott (Pa.), Aiken and Prouty (Vt.), Wiley (Wis.).

NAYS (22)

NORTHERN DEMOCRATS (1): Magnuson (Wash.).

SOUTHERN DEMOCRATS (10): McClellan (Ark.), Russell and Talmadge (Ga.), Ellender (La.), Eastland and Stennis (Miss.), Johnston and Thurmond (S. C.), Byrd and Robertson (Va.).

REPUBLICANS (11): Goldwater (Ariz.), Dworshak (Idaho), Miller (Iowa), Smith (Maine), Curtis (Neb.), Cotton and Murphy (N. H.), Young (N. D.), Case and Mundt (S. D.), Tower (Tex.).

PAIRED FOR: 3 Democrats—Long (La.), Anderson (N. M.), Lausche (Ohio).

PAIRED AGAINST: 3 Republicans—Capehart (Ind.), Hruska (Neb.), Bennett (Utah).

ANNOUNCED FOR: 2 Democrats—Chavez (N. M.), Neuberger (Ore.).

Plan NOW to Attend the Fourth Political Action Conference

SENATOR BARRY GOLDWATER
Will Speak at the Conference

"I have little interest in streamlining government or in making it more efficient, for I mean to reduce its size. I do not undertake to promote welfare, for I propose to extend freedom. My aim is not to pass laws, but to repeal them. It is not to inaugurate new programs, but to cancel old ones that do violence to the Constitution, or that have failed in their purpose, or that impose on the people an unwarranted financial burden. I will not attempt to discover whether legislation is 'needed' before I have first determined whether it is constitutionally permissible. And if I should later be attacked for neglecting my constituents' 'interests,' I shall reply that I was informed their main interest is liberty and that in that cause I am doing the very best I can."

The Conscience of a Conservative

How to WIN on Conservative Platforms

is a central purpose of the Fourth HUMAN EVENTS Political Action Conference, July 13-14, 1962, at the Sheraton Park Hotel in Washington, D. C. Organize a group from your area and plan now to attend. Each one attending will return to his district better prepared to win with effective political action . . . where it counts.

Enroll Early . . . Send Coupon Now

Please make reservations at the Fourth HUMAN EVENTS Political Action Conference, July 13 and 14, 1962, for the persons listed below:

The Conference fee of $75 includes Continental breakfast, lunch and dinner on both days. The fee for additional members of the same immediate family (wives, sons and daughters) and for students, teachers, clergymen and members of the YAF and ISI is $45.

Special room rates, $10 for single and $15 for double, have been arranged at the Sheraton-Park Hotel.

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Space is limited, and all registrations must be reserved, so fill out the coupon below now to insure your reservation.

☐ Check enclosed. ☐ Bill me after July 31 in the amount of $ ..... to cover the Conference fee at $75 per person, and $45 for additional members of the same family.

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